

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>47031</b>
	Alt Order #:	9781995 /Brad
	Product Desc:	AMER FOR PROSPERITY
	Estimate:	477
	Flight Dates:	08/22/12 - 08/27/12
	Original Date / Rev:	08/03/12 / 08/03/12
	Order Type:	GENERAL

**WHP-TV CBS21**

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services</b>
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>Americans for Prosperity</b>
	<b>Demographic:</b>	A50+
	<b>Product Codes:</b>	Issues/Propositions
	<b>Priority:</b>	P-1
	<b>Revenue Codes:</b>	AGY, POL-ISS, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	44	\$24,075.00	\$20,463.75	August 2012	44	\$24,075.00	\$20,463.75	0.00
08/27/12	08/27/12	8	\$3,675.00	\$3,123.75	September 2012	8	\$3,675.00	\$3,123.75	0.00
					Totals	52	\$27,750.00	\$23,587.50	0.00

## Totals

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

William Washington E-1 Staff Sgt. Staff Sgt. Staff Sgt. 1988

Order Share	Share	Total
WHP-TV CBS21	27%	\$27,750.00
Market	100%	\$102,777.78

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$53,444.44
WHTM	10%	\$10,277.78
WLYH	0%	\$0.00
WPMT	11%	\$11,305.56

Order / Rev: 47031  
Alt Order #: 9781995 /Brad  
Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans for Prosperity  
Product Desc: AMER FOR PROSPERITY  
Estimate: 477

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WHP	08/22/12	08/24/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	-- WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$250.00		0.00			
E 4	WHP	08/22/12	08/24/12	CBS Evening News CBS Evening News	CM	630p-7p	-- W- F--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- W- F--		2				\$650.00		0.00			
E 5	WHP	08/22/12	08/24/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-- WTF--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$950.00		0.00			
E 6	WHP	08/22/12	08/24/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-- WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$1,000.00		0.00			
E 7	WHP	08/22/12	08/24/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	-- WTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$300.00		0.00			
E 8	WHP	08/22/12	08/24/12	Letterman Letterman	CM	1135p-1235a	-- WTF--	:30	3	\$125.00	P-1	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WTF--		3				\$125.00		0.00			
E 9	WHP	08/22/12	08/22/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	-- W----	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- W----		1				\$1,850.00		0.00			
E 10	WHP	08/23/12	08/23/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	--- T---	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--- T---		1				\$2,200.00		0.00			
E 11	WHP	08/24/12	08/24/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	--- F--	:30	2	\$1,250.00	P-1	0.00	NM	9	\$4,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--- F--		2				\$1,250.00		0.00			

Order / Rev: 47031  
Alt Order #: 9781995 /Brad  
Flight Dates: 08/22/12 - 08/27/12

Advertiser:	Americans for Prosperity
Product Desc:	AMER FOR PROSPERITY
Estimate:	477

**WHP-TV CBS21**

Order / Rev: 47031  
Alt Order #: 9781995 /Brad  
Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans for Prosperity  
Product Desc: AMER FOR PROSPERITY  
Estimate: 477

**WHP-TV CBS21**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WHP	08/25/12	08/25/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S-		1	\$500.00			0.00					
Spot	Ch	Date Range		Description		Start/End Time									
1	WHP	08/20/12-08/26/12		Sat Reg 2		9p-10p									
		See MG 11.3, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9, 11.10, 11.11		[Program Change]											
E 16	WHP	08/25/12	08/25/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S-		1	\$175.00			0.00					
E 17	WHP	08/25/12	08/26/12	Sa-Su Eve News CBS 21 News Weekend	CM	6p-630p	-----SS	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----SS		2	\$150.00			0.00					
E 18	WHP	08/26/12	08/26/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S		1	\$300.00			0.00					
E 19	WHP	08/26/12	08/26/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S		1	\$225.00			0.00					
E 20	WHP	08/26/12	08/26/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	2	\$1,650.00	P-1	0.00	NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S		2	\$1,650.00			0.00					
E 21	WHP	08/26/12	08/26/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/20/12	08/26/12	-----S		1	\$175.00			0.00					
E 22	WHP	08/27/12	08/27/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1	\$200.00			0.00					
E 23	WHP	08/27/12	08/27/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1	\$200.00			0.00					
E 24	WHP	08/27/12	08/27/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1	\$250.00			0.00					
E 25	WHP	08/27/12	08/27/12	CBS Evening News CBS Evening News	CM	630p-7p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1	\$650.00			0.00					
E 26	WHP	08/27/12	08/27/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1	\$950.00			0.00					
E 27	WHP	08/27/12	08/27/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1	\$1,000.00			0.00					
E 28	WHP	08/27/12	08/27/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>					
		Week: 08/27/12	09/02/12	M-----		1	\$300.00			0.00					

Order / Rev: 47031  
 Alt Order #: 9781995 /Brad  
 Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans for Prosperity  
 Product Desc: AMER FOR PROSPERITY  
 Estimate: 477

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 28	WHP	08/27/12	08/27/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p		M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/27/12    09/02/12    M-----    1    \$300.00    0.00																
E 29	WHP	08/27/12	08/27/12	Letterman Letterman	CM	1135p-1235a		M-----	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 08/27/12    09/02/12    M-----    1    \$125.00    0.00																
															Totals	52    \$27,750.00